

Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 01116 010515Z
ACTION NEA-10

INFO OCT-01 EB-08 ISO-00 /019 W
-----111180 010940Z /10

R 010305Z FEB 78
FM AMEMBASSY TEHRAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 6698

UNCLAS TEHRAN 01116

E.O. 11652: N/A
TAGS: BBSR IR
SUBJ: ADS REQUEST: DB SYSTEMS (NEW HAMPSHIRE)

REF: 76 STATE A-5078

EMBASSY CONTACTED FOUR MAJOR IMPORTERS OF CONSUMER
ELECTRONICS BUT ONLY ONE COMPANY EXPRESSED INTEREST:

1. IRAN MAZDA COMPANY LTD.
24 SHAH AVENUE, SHAH SQUARE
TEHRAN
CONTACT: MR. ZAHABIAN-MANAGING DIRECTOR
PHONE: 666-476
CABLE: UNITED ELECTRIC
COMMENT: FIRM IMPORTS, DISTRIBUTES AND SERVICES
THROUGHOUT IRAN VARIOUS ELECTRONIC PRODUCTS SUCH AS
HOME APPLIANCES, TYPEWRITERS, OFFICE EQUIPMENT AND
CALCULATORS IN ADDITION TO FULL LINE OF AUDIO COM-
PONENTS. IT HAS TEAM OF TRAINED MAINTENANCE TECH-
NICIANS AND SUPPLY OF SPARE PARTS.

2. MARKET FOR CONSUMER ELECTRONICS IN IRAN CONCENTRATED
IN LOW-COST COMBINATION UNITS (RECEIVER/CASSETTE
PLAYER), WHILE SMALL GROUP OF CONSUMERS JUST NOW
MOVING INTO MEDIUM RANGE COMPONENTS. IMPORTATION OF
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PAGE 02 TEHRAN 01116 010515Z

LOW FREQUENCY AMPLIFIERS AND PRE-AMPS (BTN 85.14 A)
INTO IRAN DURING 76/77 WAS JUST UNDER \$1 MILLION
WHILE IMPORTS OF MEDIUM AND HIGH FREQUENCY AMPLIFIERS
(BTN 85.22 B1) WERE JUST OVER \$700,000. IMPORT DUTIES
ON AMPLIFIERS ARE 100PERCENT OF CIF, AND RETAIL PRICES ARE AT
LEAST 200 PERCENT OF US RETAIL PRICE. ALL IMPORTERS CONTACTED
WITH SPEC SHEETS AND LITERATURE ON DB AMPLIFIERS EM-

PHASIZED THAT COST AND COMPLEXITY OF UNITS WOULD RULE
OUT ANY LARGE SCALE IMPORTATIONS IN IMMEDIATE FUTURE.
SULLIVAN

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NNN

Message Attributes

Automatic Decaptioning: Z
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 01 feb 1978
Decaption Date: 20 Mar 2014
Decaption Note: 25 YEAR REVIEW
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978TEHRAN01116
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780047-1083
Format: TEL
From: TEHRAN
Handling Restrictions:
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t197802104/aaaadjza.tel
Line Count: 65
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 2e816dcd-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: ONLY
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: ONLY
Reference: 76 STATE A-5078
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 16 feb 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3437742
Secure: OPEN
Status: NATIVE
Subject: ADS REQUEST: DB SYSTEMS (NEW HAMPSHIRE)
TAGS: BBSR, IR
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/2e816dcd-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
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